Have you got superhuman reflexes?

* Webpage - obvious because of the tool bar at the top of the page, contains web address, which also gives away the scientific nature of the text
* Attention is drawn to the phrase ‘Superhuman reflexes’ with capital letters in a bold red colour with shading around the outside to make the question stand out. Colours are human/flesh. The capital letters in the title “Have you got superhuman reflexes?” almost ‘shout’ at the reader.
* Heading is split text posed as a question for readers to ponder
* The eye is led to the image, which contains the same colours as the heading.
* This is some kind of procedure/experiment that requires materials as evidenced by the bold font ‘What you need’. This is also contained in a green highlighted text box.
* The procedure is divided into three subheadings in bold font
* The ‘What to do’ is supported with images that show each step of the experiment
* The image shows the reader what to do with their partner
* The direction that the chocolate bar is dropped guides your eyes down the information
* The language and punctuation are simple
* The highlighted text box at the bottom gives the results of the experiment
* Offers readers a way to succeed with the final outcome
* Information in brackets throughout the text provides additional information and / or humour
* Scroll bar on the right shows this is not the only item on the webpage